

## **DCBID Marketing Department Activity, Week of 1/19/15**

### **M+A**

#### Website

- Prepared final BETA 2 Feedback for Vendor revisions. Incorporated Lauren's Feedback and presented final document to Client for review. Reviewed final document with Client, establishing final directives and to dos.
- Secured new Building Imagery for property listings page.

#### CTO Video

- Researched and provided recommended music tracks for video.
- Provided overall art direction for new edit of video.
- Attended and art directed Video Shoot of Cauri Jaye of rhubarb studios to be incorporated into final cut.

#### CTO Booklet

- Made final edits and provided revised layout to Client for meeting on 1.23.14.
- Working with Cartifact on a quote and timeline for a Map Insert to the Booklet. Secured additional map style samples for Client review.

#### DCBID Wayfinding Signage

- Agency submitted feedback at 1.12.15 MTG. Pending Client review and feedback.

#### Solar Belly Press Release

- Agency supplied Brigham Yen with Solar Belly Press Release to supplement his story. Following Brigham's story publishing, Agency distributed the press release to targeted media list.
- Agency secured and coordinated a media interview for Suzanne with Donna Evans of the Downtown News.
- Agency coordinating a media interview for Carol/Suzanne with Julie Nakashima with Bisnow.

#### Solar Belly Poster Update

- Agency designed, developed and received Client approval on a new Solar Belly Poster
- Agency forwarded artwork to printer and secured final budget for Client approval.
- Agency working with vendor on a new poster substrate to improve installation/longevity.

#### DCBID Pens

- Per Client request, Agency facilitating return of promotional pens due to faulty pocket clips.
- Pens to be picked up by vendor.

#### Nick Griffin Announcement Press Release

- Pending Receipt of Nick Griffin Bio.
- Nick to Schedule headshot.

#### Carol Interview with LABJ

- Interview for Carol with Bethany Firnhaber of the LABJ for the publication's Quarterly Real Estate Report complete. Agency has received the completed

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issue and will bring to next Marketing MTG.

### **Annual Report**

- Agency distributed reminder to Marketing Team to supply new 2014 copy by 1/26 deadline.
- Agency worked with Suzanne to secure headshot of Peklar by production deadline, providing photo studio contact info and pricing.

### **Mike**

- Closed and cleaned kitchen, filled dishwasher, restocked fridge and supplies, as needed.

### **Marketing**

- Approved and edited info for event listings, specials, and happy hours on [DowntownLA.com](http://DowntownLA.com).
- Approved and edited business listings on [DowntownLA.com](http://DowntownLA.com).
- Researched events to post to [DowntownLA.com](http://DowntownLA.com).
- Continued cleaning up database for website.
- Processed invoices for Marketing / Econ Dev.
- Monitored social media traffic.
- Scheduled social media posts for the week.
- Responded to business and visitor requests for information.
- Meeting: Weekly Marketing Meeting with Macy + Assoc.
- Continued to update business/event database in WP.
- Meeting: Weekly Guide Meeting
- Started prep and contacts for Marketing Roundtable meeting.
- Started work on the February E-News.
- Met with the manager at Cerveteca re: social media help
- Continued work on Annual Report 2014
- Contacted LAAC regarding Annual Property Owners Event in April
- Attended weekly Econ Dev Dept Meeting
- Contacted Hotel Fig regarding social media and marketing opportunities

### **Economic Development**

- Updated Outlook contact list with new contacts and updates to existing contacts.
- Printed/updated materials for and compiled membership packets.